MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

February 7, 2012

To: Library Innovation & Strategy Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson David Riemer, Denise Callaway, John Gurda, Ald. Nik Kovac,
Joan Prince *all trustees are welcome to attend*

Fm: Paula A. Kiely, Library Director

Re: Library Innovation & Strategy Committee Meeting
February 24, 2012, Friday
8:30 a.m.-10:00 a.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

1. **Milwaukee Public Library Strategic Plan Development**. The Committee will meet to discuss the three key issues emphasized during the 2011 Board retreat and the RFP and timeline for hiring a strategic planning consultant.

Attachment A, page 2

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make request to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

MILWAUKEE PUBLIC LIBRARY
Board of Trustees Retreat
Held August 17, 2011

Members of the Library Board of Trustees identified three issues of primary interest to the future of the Library during their Retreat in August of 2011. The following issues and related ideas will be explored during the 2012 Strategic Planning process along with services, programs, and operational needs.

Technology:
- Have the library as your homepage.
- Develop an effective library App for smart phones.
- Convenience. If downloading eBooks isn't quick and easy, people won't do it.
- To make technology work, there needs to be a full commitment from the top.
- What are the key factors driving our need for improved technology? We must remain relevant if we are to exist.
- What is the role of the library building as a forum for community engagement?
- We must consider access to the building itself (for meetings, etc.) and use of the technology that is available in it –Skype, etc.
- Establish a web page as a branch library? How do we establish a virtual branch?
- Our brand is thought of as books, but we are so much more—free, instant information.

Literacy:
- Should literacy be our job, or should we ask, "How can we help you do your job?"
- Do we have a clearly defined role with MPS? Others? We need to determine our role based on our vision statement.
- Could the MPL be a service provider to MPS? Not to take over literacy, but to host literacy training in our libraries—play a leading role, but not taking on more than we can handle.
- Where can we drive success? We need to have this conversation. We can be seen as the broker of this conversation.
- What do we do particularly well? Where are we making a difference?
  - "Books to Go" – intensive outreach to day care centers
  - "Super Reader" – summer reading program; Bring back "Billy, the Bookworm."
  - We also provide an after-school program (literacy-based activities), and
  - Teacher in the Library" (certified teachers helping with homework)
  - Scalability is a concern.

Sustainability:

- This ties into everything we do—what and how much can we afford?
- How do you persuade people to give you money? Necessity and popularity. It may be harder to make the necessity argument for libraries. It needs to be more about popularity.
- Private funders are interested in innovation.
- Should there be a separate funding source for libraries? (library districts with taxing authority)
- Should a Central (research) Library be spun off as a separate corporation?
- Visibility of the Central Library building is lost.
- What do we need to do around professional development for our staff? Leadership development?

January 20, 2012